

## CENTRAL INTELLIGENCE AGENCY

## INFORMATION REPORT

5023933

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COUNTRY	Austria	REPORT	
SUBJECT	Formation of New USIA Sales Bureau	DATE DISTR.	23 February 1954
DATE OF INFO.		NO. OF PAGES	1
PLACE ACQUIRED		REQUIREMENT NO.	RD
		REFERENCES	25X1

This is UNEVALUATED Information

THE SOURCE EVALUATIONS IN THIS REPORT ARE DEFINITIVE.  
 THE APPRAISAL OF CONTENT IS TENTATIVE.  
 (FOR KEY SEE REVERSE)

1. A new USIA commercial organization called the International Sales Bureau (Internationale Vertriebsbuero or IVB) was established in December 1953 as a central sales office for all USIA, with exclusive authority for negotiating commercial contracts between USIA organizations and other parties.<sup>1</sup> The IVB will supersede the USIA Central Commercial Bureau (KZB) in its sales functions, with a consequent reduction of the latter's authority.

2. IVB offices are located in Strauchgasse, Vienna I. There are reported to be four chief executives of the new organization, including Baier (fmu) and Lindemann (fmu).

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1. [ ] Comment: The IVB will control sales of all USIA plants, the retail division, Central Commercial Bureau and Juschweschtrans. It is not yet clear if SMV sales will also be handled by IVB. 25X1

2. [ ] Comment: Possibly this is Othmar Beier 25X1

25 YEAR RE-REVIEW

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(Note: Washington Distribution Indicated By "X"; Field Distribution By "#".)

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